

Rep Order# 7900495 Ver# 11 Mod# 3 Status Confirmed Traffic Order# 24623 Printed: 08/30/2012 11:35 AM 1 of 6
EC'd Yes Last Received: 08/29/2012 1:31 PM Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CD4/R
Estimate# 828903
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/828903
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	SA	GAME NIGHT LIVE	630P-7P	:30	09/01-09/01	1	\$100.00	1
Rating:	3.0							
2	SU	SUNDAY EDITION	9A-930A	:30	09/02-09/02	1	\$85.00	1
Rating:	2.0							
3	SA	GAME NIGHT LIVE	1135P-1205A	:30	09/01-09/01	1	\$60.00	1
Rating:	1.0							
4	TU-F	EARLY TODAY	5A-6A	:30	08/28-08/31	6	\$50.00	6
Rating:	1.0							
8	M	EARLY TODAY	5A-6A	:30	09/03-09/03	1	\$50.00	1
Rating:	1.0							
9	SA	6PM NEWS	6P-630P	:30	09/01-09/01	1	\$275.00	1
Rating:	3.0							
10	SU	MEET THE PRESS	8A-9A	:30	09/02-09/02	1	\$200.00	1
Rating:	2.0							
11	SA	SATURDAY TODAY	5A-7A	:30	09/01-09/01	2	\$30.00	2
Rating:	1.0							

Buyline Comment: 1/DAY TU,TH 2/DAY W,F

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12	SU	TODAY	7A-8A	:30	09/02-09/02	2	\$95.00	2
Rating:	5.0							
13	TU-F	NEWS @ NOON	12P-1P	:30	08/28-08/31	6	\$220.00	6
Rating:	3.0							
Buyline Comment: 2/DAY TU,TH 1/DAY W,F								
17	M	NEWS @ NOON	12P-1P	:30	09/03-09/03	0	\$220.00	0
Rating:	3.0							
18	TU-F	DR PHIL	4P-5P	:30	08/28-08/31	4	\$275.00	4
Rating:	2.0							
Buyline Comment: 1/DAY								
22	M	DR PHIL	4P-5P	:30	09/03-09/03	1	\$275.00	1
Rating:	2.0							
23	SA	SPORTSBEAT	1035P-1105P	:30	09/01-09/01	1	\$425.00	1
Rating:	3.0							
24	TU-F	RACHAEL RAY	10A-11A	:30	08/28-08/31	5	\$230.00	5
Rating:	2.5							
Buyline Comment: 1/DAY TU,TH-F; 2/DAY W								
28	M	RACHAEL RAY	10A-11A	:30	09/03-09/03	2	\$230.00	2
Rating:	2.5							
29	TU-TH	NEWS	630P-7P	:30	08/28-08/30	3	\$550.00	3
Rating:	3.7							
Buyline Comment: 1/DAY								
32	M	NEWS	630P-7P	:30	09/03-09/03	1	\$550.00	1
Rating:	3.7							

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78	W	RNC 8/27 - 30	8P-10P	:30	08/29-08/29	1	\$2,500.00	1
Rating: 14.0								
79	W-F	NEWS	5P-530P	:30	08/29-08/31	1	\$675.00	1
80	SA	AGT	7P-8P	:30	09/01-09/01	1	\$420.00	1
Rating: 2.0								
81	SA	SAVING HOPE	8P-9P	:30	09/01-09/01	1	\$415.00	1
Rating: 2.0								
82	W-F	RNC 8/27 - 30	7P-9P	:30	08/29-08/31	1	\$2,500.00	1
Rating: 14.0								

---REPORT TOTALS---

Report Totals: 88 / \$33,365.00

---SALES MONTHLY TOTALS---

Sep 12: 88 / \$33,365.00
 Sales Totals: 88 / \$33,365.00
 Station Totals: 88 / \$33,365.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$166,825
 CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%
 KUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null
 Demos RA35+